

B-7: Creative Services Director

Date of Hire: 05/17/2010

Referral Source of Hire: Website

# of Interviewees for position and  
Referral sources of interviewees 6

Employee Referral

TVjobs.com

Internal

Website

TVjobs.com

602 Comm



**NEWPORT**  
TELEVISION

News • Production • Traffic • Sales • Programming • Promotions • Accounting • Community Affairs • Engineering

## JOB OPENING FORM

Station: WPTV-WXMT Department: Promotions

Position: Channel Service Date Open: 8/09  
manager

Report to: General Manager

Do you plan to fill the position "in house"? maybe

Please complete the following if you plan to interview candidates externally.

Has it been more than 90 days since the proper EEO paperwork has been sent out for the position listed above? yes

If yes to the questions above, please check the following sources you wish to be contacted:

<input checked="" type="checkbox"/> Internal Posting	<input type="checkbox"/> EEO External Posting
<input checked="" type="checkbox"/> Website	<input type="checkbox"/> Commercial Appeal Classifieds
<input checked="" type="checkbox"/> Email, job <a href="mailto:tvjobs.com">tvjobs.com</a>	
<input checked="" type="checkbox"/> Email, job <a href="mailto:bank@nahj.org">bank@nahj.org</a> , fax, (202) 662-7144	

Department Head: \_\_\_\_\_ Date: \_\_\_\_\_

Reviewed and Approved by Business Manager: [Signature]



**NEWPORT TELEVISION**  
**WPTY/WLMT/WJKT**

Creative Service Director

Are you a small market promotion manager who wants to move up or great promotion producer ready to take the next step?

Newport Television in Memphis, TN has an opening for a hands-on Creative Service Director. You will be involved in all aspects of branding for three television stations in the Bluff City. You will be responsible for all our marketing, branding and on air promotion efforts.

Leading our Creative Services Department means you will supervise our graphics and promotion producers, as well.

The right candidate will have a successful track record of consumer focused marketing campaigns along with a minimum of five years experience as a marketing brand manager.

If these are your qualifications, please forward your resume to:

[HR-Administrative@abc24.com](mailto:HR-Administrative@abc24.com).

**This station is an Equal Opportunity Employer. Any job applicants who believe they have been discriminated against because of race, color, religion, national origin, sex, age, or physical disability, may notify the Federal Communication in Washington, D.C. 20054 or other appropriate state or local agency.**

**A NEWPORT TELEVISION STATION**



**WPTY/WLMT/WJKT**

**Job Title:** Creative Service Director

**Reports To:** General Manager

**REQUIRED SKILLS/EDUCATION AND CERTIFICATION:**

**Education:** College Education Preferred

**Experience:** 5 years experience in Television Marketing and Promotion. Direct experience in editing, writing promotional copy. Must possess good interpersonal skills.

**Essential Duties:**

- Play an essential role in brand management.
- Develop a strategic and research based marketing/branding plan.
- Work closely with News Director to manage all aspects of the news brand.
- Assists in the development of a style guide that is consistent with our brands.
- Establishes well-defined tactics to help drive our brand equity (with impact) consisting of a basic quarterly plan outlining our sweep plans, contest plans, radio co-promotions, stunts, event, etc.
- Specific definition of the alliances we need to form and exactly how we want to make use of that relationship to the greater good of our brands and building of viewers.
- Establish benchmark goals for our branding as a means to monitor our success.
- Execute plan with the intent of exceeding expectations and meeting deadlines.
- Creativity should be cutting-edge working within the brand permission granted by each station.
- Communication of marketing plans and timelines to general staff and/or sales when appropriate.
- Create, train and focus a team of marketing and brand savvy experts.
- Adhere to best customer service practices as it relates to viewers, advertisers and staff.
- Operate within the budgetary guidelines agreed to by management.
- Develop viable relationships with external media and utilize public relations to our advantage.
- Other duties as assigned.

Newport Television, LLC  
2701 Union Ave. Extended  
MEMPHIS, TN. 38112  
C/O General Manager  
Or email: HR-Administrative@abc24.com

**Please no phone calls**

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**A NEWPORT TELEVISION STATION**



**WPTY/WLMT/WJKT**

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**Reports To:** General Manager

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**A NEWPORT TELEVISION STATION**

## EEO CHECK SHEET

DATE: 1/13/2010

POSITION: CREATIVE SERVICES DIRECTOR

### EEO REQUIREMENTS:

EEO LETTERS MAILED	X
602 COMMUNICATIONS	X
BROADCAST ENGINEERING MAG.	
CAREER BUILDERS	
MONSTER.COM	
NAB	
NABJ	
SPOTS N DOTS	
TAB	
TVJOBS	X
YAHOO HOT JOBS	
My Eyewitness News Website	X
NPTV Website	X

Completed: Freddie Milton 1/14/2010



# NEWPORT

TELEVISION

**WPTY/WLMT/WJKT**

**Job Title:** Creative Service Director

**Reports To:** General Manager

**REQUIRED SKILLS/EDUCATION AND CERTIFICATION:**

**Education:** College Education Preferred

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2701 Union Ave. Extended  
MEMPHIS, TN. 38112  
C/O General Manager  
Or email: [HR-Administrative@abc24.com](mailto:HR-Administrative@abc24.com)

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**A NEWPORT TELEVISION STATION**

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MONSTER.COM	
NAB	
NABJ	
SPOTS N DOTS	
TAB	
TVJOBS	X
YAHOO HOT JOBS	
My Eyewitness News Website	X
NPTV Website	X

Completed: Freddie Milton 1/14/2010





**NEWPORT TELEVISION**  
**WPTY/WLMT/WJKT**

**Job Title:** CREATIVE SERVICES DIRECTOR

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**Department:** CREATIVE SERVICES

**Reports To:** GENERAL MANAGER

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**REQUIREMENTS:**

**Education:** COLLEGE DEGREE PREFERRED

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**(LIST ALL DUTIES, FUNCTIONS AND RESPONSIBILITIES)**

Are you a small market promotion manager who wants to move up or a great promotion producer ready to take the next step?

Newport Television in Memphis, TN has an immediate opening for a hands-on Creative Services Director. You will be involved in all aspects of branding three television stations in the Mid-South. Your responsibilities will include leading our Creative Services Department consisting of graphics and promotion producers. As the Creative Services Director you will lead all marketing, branding and promotions efforts for the all three stations.

The right candidate will have a successful track record with consumer focused marketing and an out-of-the-box approach to campaign development. A minimum of five years experience as a marketing brand manager is a must.

If these are your qualifications please forward your resume to:

**NEWPORT TELEVISION, LLC**  
**ATTN: GENERAL MANAGER**  
**2701 UNION AVE. EXT.**  
**MEMPHIS, TN. 38112**  
**OR EMAIL: [HR-ADMINISTRATIVE@ABC24.COM](mailto:HR-ADMINISTRATIVE@ABC24.COM)**  
**PLEASE NO PHONE CALLS**

**Newport Television, LLC • 2701 Union Ave. Ext. • Memphis, TN. 38112 • 901-323-2430**

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A NEWPORT TELEVISION STATION

**Open: 1/13/2010**

**Closed:**

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April 10, 2009

Mr. Curtis Rodgers  
Career Center  
Christian Brothers University  
650 E. Parkway South  
Memphis, TN. 38104


Dear Mr. Rodgers:

The attached information describes the job opening for the following position:

Creative Service Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

  
Cathy Floyd  
Business Manager

Enclosure (1)

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19-11



September 2, 2009

Ms. Denita Hedgeman  
LeMoyne Owen College  
Career Services Office  
807 Walker Ave.  
Memphis TN. 38126

Dear Ms. Hedgeman:

The attached information describes the job opening for the following position:

Creative Service Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Cathy Floyd'.

Cathy Floyd  
Business Manager

Enclosure (1)

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19-21



September 2, 2009

Mr. David Chamberlain  
Memphis Career Center  
5368 Mendenhall Mall  
Memphis, TN. 38115-4505

Dear Mr. Chamberlain:

The attached information describes the job opening for the following position:

Creative Service Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Cathy Floyd'.

Cathy Floyd  
Business Manager

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19-31



September 2, 2009

Brenda Williams  
Southwest Tennessee Community College  
5983 Macon Cove  
Farris Building Rm. 2160  
Memphis, TN. 38134

Dear Ms. Williams:

The attached information describes the job opening for the following position:

Creative Service Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Cathy Floyd'.

Cathy Floyd  
Business Manager

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19-41



NEWPORT  
TELEVISION

September 2, 2009

Tonja Baymon  
Employment & Training Manager  
Memphis Urban League  
413 N. Cleveland  
Memphis, TN. 38104

Dear Ms. Baymon:

The attached information describes the job opening for the following position:

Creative Service Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

Cathy Floyd  
Business Manager

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19-51



September 2, 2009

Ms. Madeleine Taylor  
NAACP  
588 Vance Ave.  
Memphis, TN. 38126

Dear Ms. Taylor:

The attached information describes the job opening for the following position:

Creative Service Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Cathy Moyd'.

Cathy Moyd  
Business Manager

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19-61



September 2, 2009

Ms. Joyce Reed  
Tennessee Labor &  
Workforce Development  
1295 Poplar Ave.  
Memphis, TN. 38104

Dear Ms. Reed:

The attached information describes the job opening for the following position:

Creative Service Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

  
Cathy Floyd  
Business Manager

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19-71





September 2, 2009

Ms. Alisha Rose Henderson  
University of Memphis  
Director of Career & Development  
400 Wilder Tower  
Memphis, TN. 38152

Dear Ms. Henderson:

The attached information describes the job opening for the following position:

Creative Service Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

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Cathy Floyd  
Business Manager

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19-81



September 2, 2009

Mississippi State University  
Career Center  
P. O. Box P  
Mississippi State, MS. 39762  
Attn: Scott Maynard

Dear Mr. Maynard:

The attached information describes the job opening for the following position:

Creative Service Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

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Cathy Floyd  
Business Manager

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19-91



September 2, 2009

S. B. Kyle  
Operation PUSH  
704 S Parkway E.  
Memphis, TN. 38106

Dear Mr. Kyle:

The attached information describes the job opening for the following position:

Creative Service Director

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Sincerely,

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Cathy Floyd  
Business Manager

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20-11



September 2, 2009

Gwen Sneed  
Memphis Association of Black Journalist  
704 S. Parkway E.  
Memphis, TN. 38106

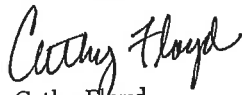
Dear Ms. Sneed:

The attached information describes the job opening for the following position:

Creative Service Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

  
Cathy Floyd  
Business Manager

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20-31



NEWPORT

TELEVISION

September 2, 2009

Sue Crawley  
Mid-South Women's Connection  
2750 Darlington Cove  
Memphis, TN. 38118

Dear Ms. Crawley:

The attached information describes the job opening for the following position:

Creative Service Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

Cathy Floyd  
Business Manager

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20-21



September 2, 2009

Felicia Lee  
Tennessee Technology  
550 Alabama  
Memphis, TN. 38105

Dear Ms. Lee:

The attached information describes the job opening for the following position:

Creative Service Director

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Sincerely,

  
Cathy Floyd  
Business Manager

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20-41



September 2, 2009

Bobbi Oliver  
Mississippi Dept. of Employment Security  
P. O. Box 186  
Southaven, MS 38671

Dear Bobbi Oliver:

The attached information describes the job opening for the following position:

Creative Service Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

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Cathy Floyd  
Business Manager

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20-61



September 2, 2009

SRVS  
3592 Knight Arnold  
Memphis, TN. 38118  
Attn: Donna Palmer – Director


Dear Ms. Palmer:

The attached information describes the job opening for the following position:

Creative Service Director

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Sincerely,

  
Cathy Floyd  
Business Manager

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20-71





September 2, 2009

Bridges, USA  
477 N. Fifth Street  
Memphis, TN. 38105  
Attn: MaryAn Mercer  
Business Development

Dear Ms. Mercer:

The attached information describes the job opening for the following position:

Creative Service Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

*Cathy Floyd*  
Cathy Floyd  
Business Manager

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20-81



September 2, 2009

Arkansas Department of Employment Security  
Career Services Office  
P. O. Box 1928  
West Memphis, AR 72303  
Attn: Yolanda Macklin

Dear Ms. Macklin:

The attached information describes the job opening for the following position:

Creative Service Director

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Sincerely,

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Cathy Floyd  
Business Manager

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20-91



September 2, 2009

Kristie Johnson  
UCP/Memphis Works  
4189 Leroy  
Memphis, TN. 38108

Dear Ms. Johnson:

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Cathy Floyd  
Business Manager

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21-11



September 2, 2009

Memphis City Schools  
Telecommunications Center  
2485 Union Avenue  
Memphis, TN. 38112  
Attn: Evelyn McGuire

Dear Ms. McGuire:

The attached information describes the job opening for the following position:

Creative Service Director

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Sincerely,

*Cathy Moyd*  
Cathy Moyd  
Business Manager

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21-21



September 2, 2009

Tennessee Association of Broadcasters  
2 International Plz. Dr.  
Suite 507  
Nashville, TN 37217-2087  
Attn: Jill Green

Dear Ms. Green:

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Cathy Floyd  
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21-31



September 2, 2009

Sheree Hudgins  
University of Memphis  
Department of Communication Arts  
143 Theatre Comm. Building  
Memphis, TN. 38152-3150

Dear Ms. Hudgins:

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Creative Service Director

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Sincerely,

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Cathy Floyd  
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21-41



September 2, 2009

Lane College  
Cedric Deadmon  
545 Lane Avenue  
Jackson, TN. 38301

Dear Mr. Deadmon:

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Sincerely,

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Cathy Floyd  
Business Manager

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21-51



September 2, 2009

Athens State College  
Career Services  
300 North Beaty Street  
Athens, AL. 36511  
Attn: Larry Keenum

Dear Mr. Keenum:

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Cathy Floyd  
Business Manager

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21-61





September 2, 2009

Dr. Ralph Braseth  
Student Media Center  
University of Mississippi  
201 Bishop  
University, MS 38677

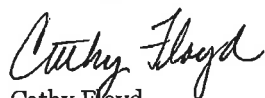
Dear Dr. Braseth:

The attached information describes the job opening for the following position:

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Sincerely,

  
Cathy Floyd  
Business Manager

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21-71



September 2, 2009

Lisa Gooden  
Career Services  
University of Mississippi  
303 Martindale Hall  
University, MS 38677

Dear Ms. Gooden:

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Sincerely,

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Cathy Floyd  
Business Manager

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21-81



September 2, 2009

Rust College  
Wayne Fiddis  
Mass Communication Center  
150 Rust Avenue  
Holly Springs, MS 38635

Dear Mr. Fiddis:

The attached information describes the job opening for the following position:

Creative Service Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Cathy Floyd'.

Cathy Floyd  
Business Manager

Enclosure (1)

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21-91



September 2, 2009

University of Memphis  
Herff College of Engineering  
201 Engineering Adm. Building  
Memphis, TN. 38152-3170  
Attn: Shelia Moses

Dear Ms. Moses:

The attached information describes the job opening for the following position:

Creative Service Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Cathy Floyd'.

Cathy Floyd  
Business Manager

Enclosure (1)

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22-11



September 2, 2009

Arkansas State University  
Phil Hestand  
Career Services  
P. O. Box 2490  
State University, AR. 72467

Dear Mr. Hestand:

The attached information describes the job opening for the following position:

• Creative Service Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Cathy Floyd'.

Cathy Floyd  
Business Manager

Enclosure (1)

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22-21



September 2, 2009

Mississippi University for Women  
Towanda Williams  
Career Services  
1100 College St.  
W 1624  
Columbus, MS 39701

Dear Ms. Williams:

The attached information describes the job opening for the following position:

Creative Service Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Cathy Floyd'.

Cathy Floyd  
Business Manager

Enclosure (1)

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22-31



September 2, 2009

Northwest Community College  
4975 Hwy. 51 N  
Senatobia, MS 38635  
Attn: Kristin Watson

Dear Ms. Watson:

The attached information describes the job opening for the following position:

Creative Service Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Cathy Floyd'.

Cathy Floyd  
Business Manager

Enclosure (1)

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22-51



September 2, 2009

American Sportscasters Association  
225 Broadway  
New York, NY 10007  
Attn: Pat Turturro

Dear Mr. Turturro:

The attached information describes the job opening for the following position:

Creative Service Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Cathy Floyd'.

Cathy Floyd  
Business Manager

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22-61





January 14, 2010

Mr. Curtis Rodgers  
Career Center  
Christian Brothers University  
650 E. Parkway South  
Memphis, TN. 38104

Dear Mr. Rodgers:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

Enclosure (1)

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19-11



January 14, 2010

Ms. Denita Hedgeman  
LeMoyne Owen College  
Career Services Office  
807 Walker Ave.  
Memphis TN. 38126

Dear Ms. Hedgeman:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

*Karen Wills*  
Karen Wills  
Business Manager

Enclosure (1)

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19-21



January 14, 2010

Mr. David Chamberlain  
Memphis Career Center  
5368 Mendenhall Mall  
Memphis, TN. 38115-4505

Dear Mr. Chamberlain:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

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19-31



January 14, 2010

Brenda Williams  
Southwest Tennessee Community College  
5983 Macon Cove  
Farris Building Rm. 2160  
Memphis, TN. 38134

Dear Ms. Williams:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

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19-41



January 14, 2010

Tonja Baymon  
Employment & Training Manager  
Memphis Urban League  
413 N. Cleveland  
Memphis, TN. 38104

Dear Ms. Baymon:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

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19-51



January 14, 2010

Ms. Madeleine Taylor  
NAACP  
588 Vance Ave.  
Memphis, TN. 38126

Dear Ms. Taylor:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

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19-61



January 14, 2010

Ms. Joyce Reed  
Tennessee Labor &  
Workforce Development  
1295 Poplar Ave.  
Memphis, TN. 38104

Dear Ms. Reed:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

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19-71



January 14, 2010

Ms. Alisha Rose Henderson  
University of Memphis  
Director of Career & Development  
400 Wilder Tower  
Memphis, TN. 38152

Dear Ms. Henderson:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

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19-81





January 14, 2010

Mississippi State University  
Career Center  
P. O. Box P  
Mississippi State, MS. 39762  
Attn: Scott Maynard

Dear Mr. Maynard:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

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19-91



January 14, 2010

S. B. Kyle  
Operation PUSH  
704 S Parkway E.  
Memphis, TN. 38106

Dear Mr. Kyle:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

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20-11



January 14, 2010

Sue Crawley  
Mid-South Women's Connection  
2750 Darlington Cove  
Memphis, TN. 38118

Dear Ms. Crawley:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

Enclosure (1)

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20-21



January 14, 2010

Gwen Sneed  
Memphis Association of Black Journalist  
704 S. Parkway E.  
Memphis, TN. 38106

Dear Ms. Sneed:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

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20-31



January 14, 2010

Felicia Lee  
Tennessee Technology  
550 Alabama  
Memphis, TN. 38105

Dear Ms. Lee:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

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20-41



January 14, 2010

Sheila Easterling  
Professional Women's Network  
930 University Street  
Memphis, TN. 38107

Dear Ms. Easterling:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

Enclosure (1)

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20-51



January 14, 2010

Bobbi Oliver  
Mississippi Dept. of Employment Security  
P. O. Box 186  
Southaven, MS 38671

Dear Bobbi Oliver:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

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20-61



January 14, 2010

SRVS  
3592 Knight Arnold  
Memphis, TN. 38118  
Attn: Donna Palmer – Director

Dear Ms. Palmer:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

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20-71





January 14, 2010

Bridges, USA  
477 N. Fifth Street  
Memphis, TN. 38105  
Attn: MaryAn Mercer  
Business Development

Dear Ms. Mercer:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

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20-81



January 14, 2010

Arkansas Department of Employment Security  
Career Services Office  
P. O. Box 1928  
West Memphis, AR 72303  
Attn: Yolanda Macklin

Dear Ms. Macklin:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

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20-91



January 14, 2010

Kristie Johnson  
UCP/Memphis Works  
4189 Leroy  
Memphis, TN. 38108

Dear Ms. Johnson:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

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21-11



January 14, 2010

Memphis City Schools  
Telecommunications Center  
2485 Union Avenue  
Memphis, TN. 38112  
Attn: Evelyn McGuire

Dear Ms. McGuire:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

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21-21



January 14, 2010

Tennessee Association of Broadcasters  
2 International Plz. Dr.  
Suite 507  
Nashville, TN 37217-2087  
Attn: Jill Green

Dear Ms. Green:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

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21-31



January 14, 2010

Sheree Hudgins  
University of Memphis  
Department of Communication Arts  
143 Theatre Comm. Building  
Memphis, TN. 38152-3150

Dear Ms. Hudgins:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

Enclosure (1)

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21-41



January 14, 2010

Lane College  
Cedric Deadmon  
545 Lane Avenue  
Jackson, TN. 38301

Dear Mr. Deadmon:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

*Karen Wills*

Karen Wills  
Business Manager

Enclosure (1)

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21-51



January 14, 2010

Athens State College  
Career Services  
300 North Beaty Street  
Athens, AL. 36511  
Attn: Larry Keenum

Dear Mr. Keenum:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

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21-61





January 14, 2010

Dr. Ralph Braseth  
Student Media Center  
University of Mississippi  
201 Bishop  
University, MS 38677

Dear Dr. Braseth:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

Enclosure (1)

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21-71



January 14, 2010

Lisa Gooden  
Career Services  
University of Mississippi  
303 Martindale Hall  
University, MS 38677

Dear Ms. Gooden:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

Enclosure (1)

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21-81



January 14, 2010

Rust College  
Wayne Fiddis  
Mass Communication Center  
150 Rust Avenue  
Holly Springs, MS 38635

Dear Mr. Fiddis:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

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21-91



January 14, 2010

University of Memphis  
Herff College of Engineering  
201 Engineering Adm. Building  
Memphis, TN. 38152-3170  
Attn: Shelia Moses

Dear Ms. Moses:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

Enclosure (1)

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22-11



January 14, 2010

Arkansas State University  
Phil Hestand  
Career Services  
P. O. Box 2490  
State University, AR. 72467

Dear Mr. Hestand:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

*Karen Wills*  
Karen Wills  
Business Manager

Enclosure (1)

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22-21



January 14, 2010

Mississippi University for Women  
Towanda Williams  
Career Services  
1100 College St.  
W 1624  
Columbus, MS 39701

Dear Ms. Williams:

The attached information describes the job opening for the following position:

Creative Services Director

No telephone calls please. The position is available immediately and we hope to have it filled as soon as possible.

Sincerely,

A handwritten signature in cursive script that reads 'Karen Wills'.

Karen Wills  
Business Manager

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22-31



**NEWPORT TELEVISION**  
**WPTY/WLMT/WJKT**

**Job Title:** CREATIVE SERVICES DIRECTOR

---

**Department:** CREATIVE SERVICES

**Reports To:** GENERAL MANAGER

---

**REQUIREMENTS:**

**Education:** COLLEGE DEGREE PREFERRED

---

**(LIST ALL DUTIES, FUNCTIONS AND RESPONSIBILITIES)**

Are you a small market promotion manager who wants to move up or a great promotion producer ready to take the next step?

Newport Television in Memphis, TN has an immediate opening for a hands-on Creative Services Director. You will be involved in all aspects of branding three television stations in the Mid-South. Your responsibilities will include leading our Creative Services Department consisting of graphics and promotion producers. As the Creative Services Director you will lead all marketing, branding and promotions efforts for the all three stations.

The right candidate will have a successful track record with consumer focused marketing and an out-of-the-box approach to campaign development. A minimum of five years experience as a marketing brand manager is a must.

If these are your qualifications please forward your resume to:

**NEWPORT TELEVISION, LLC**  
**ATTN: GENERAL MANAGER**  
**2701 UNION AVE. EXT.**  
**MEMPHIS, TN. 38112**  
**OR EMAIL: [HR-ADMINISTRATIVE@ABC24.COM](mailto:HR-ADMINISTRATIVE@ABC24.COM)**  
**PLEASE NO PHONE CALLS**

**Newport Television, LLC • 2701 Union Ave. Ext. • Memphis, TN. 38112 • 901-323-2430**

This station is an Equal Opportunity Employer. Any job applicants who believe they have been discriminated against because of race, color, religion, national origin, sex, age, or physical disability, may notify the Federal Communication in Washington, D.C. 20054 or other appropriate state or local agency.

**A NEWPORT TELEVISION STATION**

Snyder, Kathleen

---

From: Milton, Freddie  
Sent: Thursday, January 14, 2010 12:24 PM  
To: Snyder, Kathleen  
Subject: FW: TVJobs.com - Creative Services Director job posted



JOB DES. FOR  
Creative Services...

For EEO file.

-----Original Message-----

From: jobs@tvjobs.com [mailto:jobs@tvjobs.com]  
Sent: Thursday, January 14, 2010 12:05 PM  
To: Milton, Freddie  
Subject: TVJobs.com - Creative Services Director job posted

## JOB POSTING NOTIFICATION FROM TVJOBS

Freddie Milton,

Your "Creative Services Director" position was just posted in the TVJobs.com Database and is now available online...

Station : WPTY

Position: Creative Services Director

Category: Creative Services Director

Job ID : TVJ#34119653

Posted : 1/14/2010

Expires : 2/14/2010

Status : Registered Employer - Job Posted Ad Text :

Creative Services Director

Are you a small market promotion manager who wants to move up or a great promotion producer ready to take the next step?

Newport Television in Memphis, TN has an immediate opening for a hands-on



Creative Services Director. You will be involved in all aspects of branding three television stations in the Mid-South. Your responsibilities will include leading our Creative Services Department consisting of graphics and promotion producers. As the Creative Services Director you will lead all marketing, branding and promotions efforts for the all three stations.

The right candidate will have a successful track record with consumer focused marketing and an out-of-the-box approach to campaign development. A minimum of five years experience as a marketing brand manager is a must.

If these are your qualifications please forward your resume to:

NEWPORT TELEVISION, LLC  
ATTN: GENERAL MANAGER  
2701 UNION AVE. EXT.  
MEMPHIS, TN. 38112  
OR EMAIL: HR-ADMINISTRATIVE@ABC24.COM  
PLEASE NO PHONE CALLS

Newport Television, LLC • 2701 Union Ave. Ext. • Memphis, TN. 38112 •  
901-323-2430

This station is an Equal Opportunity Employer. Any job applicants who believe they have been discriminated against because of race, color, religion, national origin, sex, age, or physical disability, may notify the Federal Communication in Washington, D.C. 20054 or other appropriate state or local agency.

A NEWPORT TELEVISION STATION

Notes:

1. We recommend that you either save or print this page and provide the above Job ID number to an TVJobs administrator in any future correspondence concerning this ad.

2. We recommend that you print this page and include it with your EOE file for this position as confirmation that this job was posted for the above duration at TVJobs.com (<http://www.tvjobs.com>)
3. We will send notification of pending expiration prior to the expiration date to enable you to extend the job, if necessary. Should you need this job extended, e-mail [admin@tvjobs.com](mailto:admin@tvjobs.com), supply reference number and amount of additional time needed. We are happy to extend the position for you.
4. If no extension is needed, the job will be automatically removed at 1 am PST on 2/14/2010.
5. If for any reason you need the listing removed early, e-mail [admin@tvjobs.com](mailto:admin@tvjobs.com), supply reference number and reason for removal.
6. If you would like to verify that the actual job listing is online, point your browser to:

<http://www.tvjobs.com/cgi-bin/JOB?ID=0568721454151338>

TIP! The above address is a good way to check on the status of this position. Keep this address where you can easily find it.

Thank you very much for posting your available positions at TVJobs. If we can be of any further assistance, don't hesitate to ask.

Best Regards

Mark C. Holloway  
Broadcast Employment Services  
TVJobs.com  
[admin@tvjobs.com](mailto:admin@tvjobs.com)

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## **NEWPORT TELEVISION**

### **WPTY/WLMT/WJKT**

**Job Title:** CREATIVE SERVICES DIRECTOR

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**Department:** CREATIVE SERVICES

**Reports To:** GENERAL MANAGER

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### **REQUIREMENTS:**

**Education:** COLLEGE DEGREE PREFERRED

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### **(LIST ALL DUTIES, FUNCTIONS AND RESPONSIBILITIES)**

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**A NEWPORT TELEVISION STATION**



Broadcast Employment Services



WPTY (ABC) Memphis, Tennessee

**Position** Creative Services Director  
**Station Ownership** Newport Television< LLC  
**Reference #** TVJ#34119653  
**Type** Television  
**Full / Part** Full Time - Regular  
**Experience** Degree to 4 Years Preferred  
**Posted** 1/14/2010  
**Closes** 2/14/2010  
**Time Left** 31 Days  
**DMA** #50  
**Found In** Creative Services Director



## Creative Services Director

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If these are your qualifications please forward your resume to:



## Supplemental Information

**Salary Type**  
**Salary Range**  
**Starting Salary / Year**  
**Starting Salary / Hour**  
**Job Type** Full Time - Regular  
**Hours**  
**Workweek**  
**Scheduled on Holidays**  
**Start Date** Immediately  
**Probation Period**  
**Benefits**  
**Benefit Premium**  
**401K Plan**  
**Vacation**  
**Paid Sick Leave**  
**Phone Calls**  
**Agent Phone Calls**  
**Résumé**  
**Cover Letter**  
**References**  
**Salary History**  
**Tape / Reel**  
**Tape Format**  
**Tape Return**  
**Director's Track**  
**FAX Résumé** No  
**TVJobs.com E-Résumé** Yes  
**Degree Required**  
**Contract Required**

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Annual E-Resumé subscription  
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Contract Length  
Special Requirements  
Driver's License  
Insurance  
Good Driving Record  
Heavy Lifting  
  
Previous Applicants  
Local Apartment Rental  
Moving Expenses  
  
Union Position  
Union Contract Expires  
  
Confirmation Letter  
Rejection Letter  
Feedback  
Drug Screen  
Proof of Eligibility to  
work in U.S. Required  
Equal Opportunity  
Employment  
EOE Data Form

Yes  
Yes



Post  
Jobs



"Creative Service Director"  
position has been submitted to a temporary holding area

Upon approval by a TVJobs.com Administrator, the job will be placed on-line, and you will receive notification via e-mail.

You can...

- Submit another job to the temporary holding area.
- Update WPTY's listing in the Master Station Index.
- Look through available resumes.
- Submit Interview Tips.
- Return to Main Page of TVJobs.com.

Note! If you do not have an account with TVJobs.com and wish to confirm your job is login as a "Guest" in the Job Bank area and check the listings for

**Creative Service Director TVJ#34112766.**

Pay particular attention to the Control Number, as this number is unique to the job you posted. Please be patient ... this job will not be placed on-line automatically. It will be reviewed by a TVJobs.com Administrator before being added to the database. Thank you!

Would you like to be able to submit jobs directly to the database? Are you a Station Manager, Human Resources Manager, News Director, Production Manager, Chief Engineer or someone tasked with posting jobs for your station?? Become a registered employer today, and it's free and easy! It's free and easy!

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## **Creative Services Director**

Last Update: 1/13 5:15 pm

**Job Title:** Creative Services Director

**Department:** Creative Services

**Reports To:** General Manager

**Education:** College Degree Preferred

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